



Pearland Convention & Visitors Bureau FY2021 Annual Report

October 1, 2020 – September 30, 2021



MISSION: The role of the Convention & Visitors Bureau is to promote and coordinate tourist related activity within the City of Pearland. To accomplish this mission, the Convention & Visitors Bureau will be responsible for the promotion of hotel rooms and visitation within the City; will work with tourist related organizations within the City to coordinate marketing, advertising, promotion, and programming; will work with State and regional organizations responsible for the promotion of the region, and will work to coordinate activities within City Government which directly or indirectly impact tourism.



Overview

During its eighth year under the Office of the City Manager, the City of Pearland Convention & Visitors Bureau (CVB) witnessed a gradual rebound of travel to the area. With the first half of the fiscal year still seeing would-be-travelers staying home and the second half experiencing the slow return to normalcy with the release of COVID-19 vaccinations and the lifting of shutdown orders and mask mandates, the CVB continued to cultivate relationships with local hotels, restaurants, stores, and attractions to understand their challenges, concerns, and needs during this time.

The return of events to Pearland in the late summer and early fall brought with them hope for tourism recovery, as well as higher website, social media page, and CVB office visits. With that optimism in place, the CVB continues to work alongside partners to promote the city of Pearland as a safe, unique, and affordable year-round destination for travelers of all kinds.

Total FY2021 hotel occupancy tax revenue was \$1,242,365. The economic impact of tourism within the City of Pearland is significant by bringing \$118 million, in 2020, in visitor spending, \$4.4 million in local tax revenues, \$6.9 million in State tax revenues, a total employment of 1,030, and industry earnings of \$42 million.*



*Data research conducted by Dean Runyan Associates and prepared for the Texas Tourism, Office of the Governor, Texas Economic Development and Tourism. (FY indicates fiscal year; City of Pearland operates Oct. through Sept.)

Highlights

Sports tourism played a pivotal role in the recovery of the local economy. The CVB's partnership with United States Fastpitch Association (USFA) expanded from the contracted, November tournament date to include three additional tournaments (March, April, and May) in FY2021. Overall, the partnership generated a total of 875 room nights for Pearland hotels. Pearland welcomed a total of 189 teams with 57 traveling teams and an overall attendance of 7,749 with an estimated total economic impact of \$1,988,277.



The **Pearland GeoTour** launched in June 2021 offering a new product geared toward travel. Designed by the Urban Forestry department in partnership with the CVB to bring the popular, digital scavenger hunt to Pearland, the program generated \$1,309 in local spend through 20 passports redeemed by September 30.

The CVB initiated an ordinance draft for City Council consideration for a registration program to collect hotel occupancy taxes from **Short-Term Rental (STR)** properties in the Summer. On the second attempt toward the STR effort, City Council approved the first reading on Monday, September 27, 2021. The second reading approval followed on October 25, 2021. A STR registration program is in development.

The CVB completed an arts-related pilot program with **Mini-Murals** on traffic signal boxes in the Pearland Parkway corridor. The effort features original artwork by local artists on vinyl wraps of four (4) traffic signal boxes. The eye-popping artwork received overwhelmingly, positive feedback on the CVB social media channels.



Staff

Rebuilding of the CVB team was completed with the hiring of Teri Mazhar to fill the Sales Manager role on October 19, 2020. Rebekah Burns joined the team as Marketing Manager on June 14, 2021.

Marketing

Marketing efforts featured the *Prepare to Love It* theming in regional campaigns. An overhaul and reprint of the Visitor Guide was completed early FY2021. The popular video series



spotlighting local, unique businesses continued with monthly rollouts. Click the QR code to review.

A partnership with Houston Food Finder features locally owned restaurants, generates daytrip interest, and increases awareness of the CVB website. A partnership with the Houston SaberCats was secured to increase awareness. Other campaigns included:

- **Expedia Travel Ads** delivered 19,314 clicks, 519,870 impressions and 9,859 rooms booked during FY21.

- **The Shop Across Texas** partnership garnered 1,543,276 impressions, which is an 8% increase from 2020. The Summer Getaway Project earned 32,243 social media impressions, 6,699 engagements, and 6,296 email opens
- The CVB **Facebook** page experienced a total reach of 198,772 users (down 32.7%), 2,254 page visits (down 3.4%), and 299 new page likes (up 68.9%)
- The CVB **Instagram** saw a total reach of 72,355 users (down 33.4%), 2,436 profile visits (up 148.1%), and 254 new profile followers
- **The Tour Texas** landing page for Pearland delivered 22,407 page views, 37 PDF requests, 1,160 postal requests, 2,855 video views, 83 newsletter opt-ins, and 146 website click-views.



Website Activity – VisitPearland.com experienced a slight yet promising 7.8% increase in pageviews compared to the previous year. The top five landing pages overall for the site included: What To Do, Where To Eat, The Visitor Savings Pass, Family Fun, and Where To Shop. 60% of traffic views on the site are from mobile devices, 37% of traffic views on the site are from desktops, and 3% of traffic viewed the site on tablets. Sixty (60) original content blog posts were featured on VisitPearland.com.

Visits to Website: 86,112
Unique Users: 86,711
Pageviews: 185,391



Events

The return of leisure-based events began in March with the Outlaw Nation-produced Houston Music & Arts Festival at Independence Park. The CVB sponsored the marketing of the event which garnered roughly 10,100 attendees according to organizers. In May, country music fans from across the region returned to Pearland for Tony Booth Day. The popular event generated over 200 attendees with 23 hotel reported room nights.

The CVB saluted Travel & Tourism week by hosting a Hotel & Restaurant Job Fair in May to assist partners in filling job openings. The event resulted in 60 candidates and the hiring of four employees. Other new and notable events for the year included the Old West Fest produced by the Pearl Theater and the Summer Seoul Festival by Korean-American Society of Houston held at Independence Park.

Opry on the Square, Pura Nava, and the Latin Fest rounded out summer and fall dates at the Town Center pavilion.



Sales

Sales efforts continued to consist of handling leads and inquiries, attending trade shows, and developing partnerships. However, the greatest impact was in sports tourism specifically youth softball by partnering with USFA to increase the roster of tournaments for the year. Year-round distribution of collateral and processing inquiries totaling 16,170 includes:

14,128 guides distributed;

1,768 consumer inquiry leads;

178 newsletter sign-ups;

76 walks-ins;

20 direct inquiries for event space, visitor services, relocation, and general information.

1,768 
CONSUMER INQUIRY LEADS

Thank you to the Pearland Convention & Visitors Bureau Advisory Board members:

Many Patel, Chair, Teir Allendar, Tony Caro, Margo Green,
Richard Rogers, Kris Szczy, Sandra Strachan



VisitPearland.com

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